

## Message Text

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ACTION EB-07

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AMEMBASSY OTTAWA

USIA WASHDC

UNCLAS MONTREAL 1068

COMMERCE PASS USTS (ESP)

USIA FOR ICS/E

E. O. 11652: N/A

TAGS: BEXP CA

SUBJ: MONTREAL WINE EXHIBITION

1. SUMMARY. INDUSTRIAL AND TRADE SHOWS OF CANADA, LTD., CANADA'S LARGEST SHOW MANAGEMENT ORGANIZATION, HAS ANNOUNCED PLANS FOR A NEW KIND OF SHOW, KNOWN AS BON VIVANT, TO BE HELD AT MONTREAL'S PLACE BONAVENTURE FROM NOVEMBER 6 TO 16, 1975, INCLUSIVE. OBJECTIVE OF BON VIVANT IS TO PROMOTE WINE. INDIVIDUAL WINE COMPANIES MAY NOT PARTICIPATE DIRECTLY. ALL PARTICIPATION MUST BE UNDER A COUNTRY UMBRELLA IN THE FORM OF A JOINT VENTURE BETWEEN COUNTRIES AND THEIR WINE PRODUCERS OR ASSOCIATIONS OF WINE PRODUCERS. FINAL DECISION WHETHER TO GO AHEAD WITH SHOW WILL BE MADE BY JULY 9 AND WILL DEPEND ON NUMBER OF COUNTRIES INTERESTED. CONGEN STRONGLY URGES DEPARTMENT OF COMMERCE ATTEMPT TO ORGANIZE PARTICIPATION IN BON VIVANT TO GIVE U.S. WINES MUCH-NEEDED EXPOSURE IN THIS PROVINCE, WHICH IS MOST SOPHISTICATED WINE MARKET IN CANADA. WE REALIZE LEAD-TIME VERY SHORT BUT WE MUST HAVE INDICATION ONE WAY OR THE OTHER BEFORE JULY 8. SHOW LITERATURE AND EXHIBITION FLOOR PLAN FOLLOW BY AIR MAIL.

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2. BON VIVANT IS PLANNED PRIMARILY AS FORUM FOR THE EXHIBITION

AND SAMPLING OF WINES. IT WILL BE OPEN TO THE PUBLIC, ADMISSION CHARGE DOLS 2.00, FROM FIVE TO ELEVEN P.M. WEEKDAYS AND NOON TO ELEVEN P.M. ON SATURDAYS AND SUNDAYS. ORGANIZERS EXPECT AT LEAST 100,000 GENERAL VISITORS. IT WILL BE OPEN TO THE TRADE ONLY FROM NOON TO FOUR P.M. ON NOVEMBER 10, 11 AND 12. TRADE VISITORS WILL INCLUDE RESTAURANT, HOTEL AND BAR OPERATORS AS WELL, IT IS HOPED, AS REPRESENTATIVES OF THE LIQUOR BOARDS OF OTHER PROVINCES. WINE SAMPLE WILL BE SOLD AT FIXED FEE OF FIFTY CENTS FOR EACH TWO-OUNCE SERVING, WITH REVENUE FROM SUCH SALES TO BE RETAINED BY THE EXHIBITORS. ORGANIZERS EXPECT EACH PARTICIPATING COUNTRY TO MAKE AVAILABLE, IN ADDITION TO SALES OF WINE SAMPLES, OVERALL INFORMATION ABOUT ITS WINE INDUSTRY, THE SELECTION AND SERVING OF WINE, THE CONTRIBUTION OF WINE TO GRACIOUS LIVING, AS WELL AS INFORMATION ABOUT THEIR CULTURE, LIFE STYLES, ENTERTAINMENT, AND TOURIST ATTRACTIONS. THERE WILL BE FACILITIES FOR FILM SHOWINGS.

3. ONLY WINES NOW LISTED AND SOLD BY QUEBEC LIQUOR BOARD (QLB) MAY BE EXHIBITED AND SAMPLED AT BON VIVANT. AS DEPARTMENT AWARE, QLB CONTROLS ALL LIQUOR IMPORTS INTO PROVINCE AND OPERATES ALL RETAIL OUTLETS WHERE ONLY THE BEVERAGES IT LISTS ARE SOLD. BON VIVANT ORGANIZERS HAVE REQUESTED AUTHORIZATION TO OFFER UNLISTED WINES TO THE TRADE ONLY BUT THIS AUTHORIZATION NOT YET GRANTED. ORGANIZERS EXPECT RULING BY QLB BY ABOUT JUNE 26. ONLY U.S. WINES KNOWN TO BE ON QLB LIST ARE TWO CHRISTIAN BROTHERS WINES, TWO MANISCHEWITZ WINES, AND ONE WINE FROM CRIBARI VINEYARDS OF FRESNO, CALIFORNIA, BUT BOTTLED IN CONESUS, NEW YORK.

4. BOOTH SPACE WILL COST CAN DOLS 100 PER SQUARE METER. ORGANIZERS OFFERING STANDS RANGING IN SIZE EIGHT BY TWELVE METERS TO 28 BY 33 METERS BUT OTHER SIZES NEGOTIABLE. COST OF SPACE INCLUDES UNIFORM COUNTRY NAME SIGNS, CARPETING OF MAIN TRAFFIC AISLES AND GENERAL DECOR OF EXHIBITION HALL. ALL OTHER COSTS, INCLUDING STAND, UNIFORM DISPOSABLE GLASSES, CHEESE AND CRACKERS, ETC. TO BE PAID BY EXHIBITORS. PARTICIPATING COUNTRIES MAY DESIGN OWN STANDS BUT PLANS MUST BE APPROVED BY SHOW MANAGEMENT. CONGEN WILL BE ABLE BACKSTOP EXHIBITION BUT WILL BE UNABLE TO MAN STAND DURING THE MORE THAN 100 HOURS REQUIRED. WE ASSUME WINERIES WOULD PROVIDE PERSONNEL TO SELL WINE SAMPLES. IN ADDI-

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TION WE FEEL TWO ATTENDANTS WOULD BE REQUIRED. THESE CAN BE HIRED LOCALLY FOR ABOUT CAN DOLS 5.00 AN HOUR.

5. ACTION REQUESTED: IT IS REQUESTED THAT COMMERCE CONSIDER PARTICIPATION IN BON VIVANT 1975. CONGEN HAS DISCUSSED SHOW WITH LOCAL DISTRIBUTORS OF U.S. WINES NOW SOLD HERE AND THEY FEEL PARTICIPATION HIGHLY DESIRABLE. WE SUGGEST COMMERCE DISCUSS PARTICIPATION WITH FOLLOWING CONTACTS: CHARLES CANDIANO OF

FROMM AND SICHEL, SAN FRANCISCO, MARKETING BODY FOR CHRISTIAN  
BROTHERS WINES, TELEPHONE (415) 673-6333; MEYER ROBINSON OF MONARCH  
WINE CO. (MMANISCHEWITZ) BROOKLYN, NEW YORK, TELEPHONE 7883500;  
TED CRIBARI OF CRIBARI VINEYARDS, FRESNO, CALIFORNIA, TELEPHONE  
(209) 251-0332; HARRY SERLIS, PRESIDENT, WINE INSTITUTE, 717  
MARKET ST., SAN FRANCISCO, CALIFORNIA; RONALD NEUFELD, NEW YORK  
STATE DEPARTMENT OF COMMERCE, ROCHESTER, NEW YORK, TELEPHONE  
(716) 325-1944. NEUFELD HAS BEEN ACTIVE IN PROMOTION OF NEW  
YORK WINES. HE WILL BE ON LEAVE DURING ALL OF JULY AND CONTACT  
SHOULD BE MADE EARLIEST POSSIBLE. OTHERWISE HE WILL LEAVE NAME  
OF SUBSTITUTE. REQUEST COMMERCE ALSO APPROACH USIA AND USTS  
CONCERNING THEIR POSSIBLE INTEREST.  
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